

'P onder the Path of thy feet and Let all thy ways be established,' Prov 4.26

VOL. XV.

FREMONT, CARTER Co. MISSOURI

THURSDAY

AUG. 8th. 1918.

No. 45.

The CRESSET

FREMONT, MO.

REV. L. S. GARRETT, EDITOR

PUBLISHERS

N. G. Garrett & M. M. Bowers

PUBLISHED EVERY THURSDAY
FREMONT MO.

"Entered as second class
matter April 2, 1918, at the Post
Office at Fremont, Missouri
under the Act of March 3, 1879

SUBSCRIPTION.

One Year\$1.00.
Six Months.....55 cts
Three Months.....30
Invariable in advance.

To Late For Last Week

Ed. of "The WORLD'S CRESSET
will you be kind enough to let
me have space in your valuable
little paper for the record of a
beautiful trip I and my family
had in our Car in coming from
Joplin to Midco. My Husband
E. E. Briggs a driller of wells.
At the wheel of the Car, we left
Joplin on Sunday morning the
21st July arriving at Springfield
Mo. in time to put up for the night
we had a fine day and time of it.
The next day we arrived at Will
ow Springs Mo.

Another day of pleasure spent
Scenery and looking upon things
new to us. Its another day of
our pleasant trip gone, and the
third morning we left Willow
springs and my husband a cheer-
ful man and a good Husband
directed car until we passed thru
Midco coming to the last Camp
where the JAH-Ville Colony is
located the third evening and
who have treated us with kind-
ness which we have appreciated
and shall say shall ever remem-
ber the same. So in conclusion
we shall say we had a nice time
and we are now located in the
Camp of the Colony, and are
enjoying ourselves the best in
the world. Mrs E. E. Briggs.

War News

Clipped from some late papers.
**ANOTHER COUNTRY HEARD
FROM.**

Washington heard Monday
from Stockholm that 75,000
armed peasants were marching
on Kiev, capital of Ukraine.

**SOISSONS ENTERED BY
FRDNCH TROOPS.
HUNS FLEE OVER WHOLE 33
MILES FRONS.**

This may mean much or little.
There is the possibility of
truth in the story. If true, it
spells more difficulties for
Germany, and that ambitious
country is getting more trouble
than it can assimilate. Every
little helps.

Alabanian Offen- sive.

They are fighting again in Al-
bania. The Italians and French
are making slow but steady pro-
gress from the Adriatic to Lake
Ochride. From a military point
of view such operations are of
little account. Politically, the re-
sults might be far reaching. The
advance in Albania may succeed
in lighting of the revolt among
the south Slav peoples. The Al-
banians, Serbs, Montegrins,
Boonians and Croats have no love
for the hypenated monarchy But
where they lack in love they also
lack arms and military leaders.

Dratt weight Requirement is Reduced to 110 pounds.

Physical requirements for
drafted men have been amended
so as to make the minimum
height 60 inches and the minimum
weight 110 pounds.

It was learned today that
instructions have been sent to
medical advisory boards through-
out the country, authorizing them to
certify for general military
service all registrants who come
within these limits. The
minimum requirements as to
height for the regular army
remains at 62 inches.

Housewives Are Released From wheat Pledges

Washington, D. C. July 29 --
Another step toward partial
resumption by the nation of its
old habit of eating was taken to-
day by the food administration
in releasing housewives from
voluntary pledges to curtail the
consumption of wheat.

This follows closely the re-
lease of hotels, restaurants,
clubs and dining car services
from their pledge, effective Aug.
the 1.

No charge has been made, the
food administration announced,
in the half-and-half rule, and
purchasing of wheat flour will
be required to continue the par-

chas of an equal weight of wheat
substitutes.

Bakers still are required to
make "victor bread," containing
at least 25 per cent wheat sub-
stitutes. The new wheat crop
has made it possible for the
release of voluntary wheat sav-
ing pledges, the administration
said.

Omaha World Herald.

Why the Division of Advertising Was Created

On January 20th, 1918, the
Division of Advertising, of the
Committee on public Informa-
tion was created by executive
order of President Wilson.
This is purely a service organiza-
tion and is under the jurisdiction
of the Committee on public In-
formation, which itself is a
service organization, serving all
Government departments.

Prior to the formation of the
Division of Advertising, many
different advertising campaigns
were carried on in connection
with war activity. All such
advertising effort, service or
space was patriotically donated
by advertising men, publishers
and business men. It often hap-
pened that many campaigns of a
similar character were under
way at one time, often working
at cross-purposes and resulting
in wasted time and money.

It became apparent that to ob-
tain the maximum results from
all such advertising effort and to
meet important Governmental
war needs, it would be neces-
sary to create an organization
whose duty it would be to co-
ordinate this immense amount of
advertising, to direct it through
the proper channels, and also
to enlist and organize for war
work the advertising profession
of the country.

HOLD YOUR LIBERTY BONDS.

To successfully finance the
war it is necessary that owners
of Liberty bonds hold their
bonds if possible. Where for any
good reason it is necessary for
them to turn their bonds into
cash they should seek the advice
of their bankers Liberty loan
bonds are very desirable
investments and crafty individ-
uals are using various means to
secure them from owners not
familiar with stock values and
like matters. One method is to
offer to exchange for Liberty
bonds stocks or bonds of
doubtful organizations represen-
ted as returning a much higher
income than the bonds.

There are various other methods
used and likely to be used some
of the good brick variety and
others less crude and probably
within the limits of the law. All

offers for Liberty bonds except
for money and at market value
should be scrutinized care fully.
The bonds are the safest of in-
vestments and have contaxable
and other valuable features.
To hold your Liberty loan
bonds if possible is patriotic To
consult your bankers before
selling them is wise.

Burning Cities Light Exit Of Fleeing Barbar- ians

Smoke of Blazing Village Every
where Behind Battle Lines.

**INDICATE GERMANS NOT
READY TO STOP.**

Boches Destroy All That They
Come Across as They Retire.

SITUATION MOST PROMIS- ING

Altogether viewed from the
war maps, the situation for the
allied troops at present is a most
promising one for complete suc-
cess in ridding the Saisons-
Rheims salient of the enemy.

Through the latter phase of
the battles the Germans have
not shown their stamina of pre-
vious days and at some point
the allied troops, pitcular the
Americans were enabled to make
their way into Germans positions
with virtually no opposition.

Aside from the Saisons Rhe-
ims salient, there has been little
fighting in any of the war the-
aters. The British are continu-
ing their raids on the Germans
in France and Flanders and the
Germans at last accounts were
heavily bombarding the British
south of Somme and near Ypres

Class One Called This Year

Every man in class one of the
effective army list, including the
men who have just completed
their registration under the
21-year-old law, if physically fit
will be called to the colors and
sent to camp before the end of
19 18. The coming monthly call
commencing with the September
eligibles are expected to be
extra large.

The result will be that there
will be placed in training and
sent overseas during the fall and
winter sufficient men to furnish
the driving force with which
General Foch plan to drive the
Germans out of France and
Belgium during the coming
year.

Yarks And French Go 2 Miles Without Fight.

**GERMANS DISAP ALLIES
BY WITHDRAWING WITH
GREAT SWIFTNES BEFORE
THEM.**

**AMERICAN MARCH ALL
DAY THROUGH FIELDS AND
WOODS & CAKED WITH RAIN**

With the American Army In
the Aisen-Marne Front, Aug.
2.—The France and American
troops north of Fere En Tarden-
ois advanced simultaciously
early Friday, the French occupy-
ing Cramaille and Camelselle
before 7 O' clock and French
infantry men entering Sabray
at 8 O'clock. They advanced two
miles with almost no fighting.

The Americans meantime kept
pace with the French through
the forest of Nesles.

HOW THE DIVISION OF ADVERTISING WAS ORGAN- IZED.

Advertising specialists had
offered their services to the
Government without cost. A
Board of Directors, of seven
men, was appointed to prepare
all plans, open headquarters and
administer Government adver-
tising.

The members of this Board
are: Mr. William H. Johns,
chairman, who is president of
the American Association of
Advertising Agencies, repre-
senting 115 leading firms of this
kind in the country; Mr Thomas
Cusack, the acknowledged head
of the Poster and Painted Bil-
board industry; Mr. W. C. D.
Arcy, president of the Associac-
Advertising Clubs of the World,
representing 189 advertising
clubs with a combined member-
ship of 17 000; Mr. O. C. Harn-
chairman of the National
Commission of the Associated
Advertising Clubs of the World;
Mr. Herbert S. Houston
formerly president of the Asso-
ciated Advertising Clubs of the
World; Mr Lewis B. Jones,
president of the Association
National Advertisers; and
Jesse H Neal, Ex-entive Secre-
tary of the Associated Basic
Papers, consisting of 500 lead-
ing trade and technical publica-

The whole advertising in-
dustry thus covered by having a
big specialist of each branch
advertising service actively en-
gaged in Government adver-
ising through the Board of
Directors. Through the
affiliations of this Board the
services of advertising men
throughout the entire country are
at the disposal of the Govern-
ment. Also publishers and
advertisers are reached through
co-operating committees, thus
insuring efficiency in any Gov-
ernment activity where adver-
ising is required.